



UO FOOTBALL

Ducks see future in Cristobal

Oregon wastes no time in taking the ‘interim’ tag off Mario Cristobal’s title

Oregon’s nationwide search for a new football coach ended very close to home, with the Ducks naming offensive co-coordinator Mario Cristobal their 34th head coach on Friday.

Why Cristobal: He is considered one of the best recruiters in the country and Oregon’s best hope to keep its nationally ranked recruiting class relatively intact. That, and the players absolutely love him, with 70 signing a petition urging he become coach.

The Cristobal file: He’s the son of Cuban exiles and at one time was offered a job as a Secret Service agent. He was head coach at Florida International, a woeful program, and took it to its only two bowl games in history while going 27-47, then was a top assistant under Nick Saban at Alabama for four years.

The assistants: Cristobal says he wants to keep as many as possible.

Players reaction: “He loves us and we love him and we have a lot of respect for him.” — Offensive lineman Shane Lemieux.

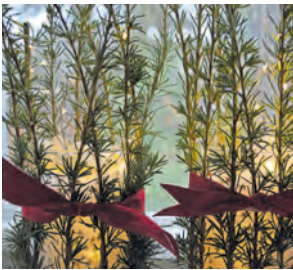
Cristobal reaction: “We want to be here until you’ve got to drag me away, kicking and screaming.”

Inside: Read more about the hire and what it could mean for recruiting in **Sports**, Section C.

SPORTS

Who’s the favorite to win Heisman Trophy?

Last year’s winner, Louisville’s Lamar Jackson, is a finalist with Stanford’s Bryce Love and Oklahoma’s Baker Mayfield, with the heavy favorite being ... **C7**



HOMES & GARDENS

It’s never too late to start a new tradition

How to collect some plant material from your very late-fall garden and, with a little creativity, turn it into a beautiful holiday bouquet or centerpiece. **B1**

TRADEMARK BATTLE

A FEUD THAT’S MADE IN OREGON



The city of Portland is fighting with Old Town Brewing over the iconic white stag sign. *Beth Nakamura, staff*

Jessica Floum *The Oregonian/OregonLive*

Portland has forged its national reputation in part around its many local breweries and exceptional craft beers.

But the city of Portland has devoted hundreds of hours and tens of thousands in legal fees to gain rights to a distinctive beer logo — a move that would undermine a local brewery.

At the center of the dispute: the leaping deer featured on the iconic city-owned neon “Portland Oregon” sign that is a prominent feature of the skyline.

Old Town Brewing has clearly established legal rights to put the leaping stag on beer products. But the city wants to sell

those rights to other breweries.

The clash has become a David and Goliath affair in local business owners’ eyes. So much so that one of the state’s largest microbreweries, Rogue Ales & Spirits, last month banned Portland Mayor Ted Wheeler and all the city’s attorneys and bureaucrats from drinking at its Portland pubs.

By registering the leaping deer image for use in the beer market with the U.S. Patent and Trademark Office, Old Town Brewing has owned the sole right to use the logo on beer-related products since 2012. The brewer also has the sole right to license the image to other beer companies.

Under federal trademark law, that means **SEE FEUD, A5**

The issue

Portland: Has rights to use image of stag on Portland Oregon sign (which it owns) on clothing, footwear, entertainment.

Old Town Brewing: Registered the deer image for use in beer and has sole right to license it to other beer companies.

In court: The city has tried to get the trademark office to grant it the right to license the image. So far, it’s 0-for-3.

PORTLAND HARBOR SUPERFUND

Brown encouraged by feds’ call for attention to site

Andrew Theen *The Oregonian/OregonLive*

The Portland Harbor Superfund, the contaminated 10-mile stretch of the Willamette River right through the heart of the Rose City, is one of 21 toxic areas the Trump administration says should see “immediate

and intense” attention.

Cause for celebration?

From Gov. Kate Brown’s perspective, the announcement Friday can only be interpreted positively.

“We actually feel like there’s real momentum right now on the project,” said Bryan

Hockaday, a spokesman for the governor.

But at least one longtime environmental advocate is not immediately convinced the list, released by Environmental Protection Agency administrator Scott Pruitt, is a reason to dance in the streets.

SEE TOXIC, A5



Contractors at the Arkema cleanup site, part of the Portland Harbor Superfund. *DEQ*